

JOB DESCRIPTION

JOB TITLE: ACCOUNT DIRECTOR, ADVERTISING PRACTICE

REPORTS TO THE: UNIT BUSINESS LEADER

A leading Kenyan Integrated Marketing Communication Agency (IMC) seeks to recruit an Account Director to manage a growing and versatile Advertising Practice.

ROLE

This role is for an entrepreneurial individual who seeks to work towards building and managing a business. They are a strong strategist with a passion for communications who also loves understanding what makes businesses tick.

The Account Director is responsible for the day-to-day management of the business unit in terms of ensuring that agreed deadlines and deliverables are met on time and budget. To do so they will work closely with all relevant internal and external stakeholders. The individual will also lead the majority of day-to-day client engagements with customers who will represent some of region's leading companies. They will also assist the Unit's Business Leader in sourcing of new business by helping to develop pitch documents and presentations.

It will offer a dynamic and talented individual with a strong self-starter mind-set the platform to grow towards ultimately owning a business unit that is their own.

The AD will work with the other teams to manage a group of accounts within a specific sector or geography. They will demonstrate compelling knowledge of the client, industry or function to identify and address management problems. Manages client relationships at day-to-day level. Works closely with the Unit's Business Leader to support them in addressing client business needs proactively towards ensuring they don't impact the business or team morale.

Has proven ability to write and edit campaign strategies and brand plans, present to clients and implement creative communications solutions whilst effectively managing stipulated budgets.

SKILLS + COMPETENCIES

- More than 8 years' industry or agency experience
- Solid industry expertise
- Ability to become a strategic business advisor/ senior client counsel
- Passionate, curious and a self-starter
- A good leader with strong management capabilities
- Able to have tough conversations
- Able to sell and to assist in driving new business

- Open to facilitating the teaching and mentoring/ coaching process
- Ability to draft high client business briefs and reports
- Resilient & resourceful
- Experience in project management - developing, managing, tracking, resourcing, budgeting & measurement
- Minimum - University degree from recognized university. MBA and CIM Diploma in Marketing are also desired.

RESPONSIBILITIES

- Client service leadership
- Face of practice area for all day-to-day client queries and support
- Overall ownership of all day-to-day client deliverables
- Key stakeholder management - management up and down both internally and externally
- Emerging leadership and honing abilities to provide client counsel across the department
- Work closely with Unit's Business leader and other teams within the unit and group for the overall growth of the business

PEOPLE

- Responsible for daily supervision of internal business teams to ensure timely delivery of deliverables
- Delegates effectively, knowing what tasks should be done by subordinates and assigning them
- Manages time effectively, meets deadlines, pays attention to detail and ensures that practice team/support units deliver on team objectives
- Participates in training up support team members on industry and client specific information
- Builds strong relationships with key internal stakeholders and clients
- Emerging leadership skills requiring refinement

CONSULTING

- Supports the Unit's Business Leader in providing strategic, crisis and senior level communications counsel to their clients
- Supports the Unit's Business Leader and other teams in managing organic growth and driving new business
- Has specific industry knowledge, niche and insights and utilizes them to support new business strategy
- Reviews and approves all key client deliverables and ensures timely delivery
- Tracks industry trends and offers new ideas to clients
- Provides monthly indicators on allocated business to deliver quarterly forecasts
- Works towards ensuring that annual fees are on budget
- Manages multiple accounts independently

- Demonstrates clear understanding and interest in client's business
- Demonstrates creative and strategic thinking
- Serves as liaison between client and other contracted third-party suppliers as needed
- Is a confident presenter

BUSINESS ACUMEN

- Ability to support Unit's Business Leader and other teams in identifying new business opportunities
- Supports revenue and account profitability in line with what was projected
- Delivers on allocated elements of financial deliverables including over-servicing levels, debt collection, contract completion and LPOs
- Has knowledge and understanding of client contract and is responsible for compilation of monthly activity reports
- Identifies incremental business opportunities on current accounts
- Supports the identifying new business opportunities and development
- Supports the practice in compiling and entering team for industry awards
- Actively involved in compiling external presentations/seminars to raise the profile of the business and work closely with Unit's Business Leader in execution of this

Send applications to: enquiries@isaafrika.education

Application Deadline: 3rd January 2022